

Harrah's Philadelphia Casino and Racetrack



Annual Diversity Plan
2012



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HARRAH'S DIVERSITY AND INCLUSION VISION

Caesars Entertainment shares a vision with our 40 casinos toward understanding, valuing, and embracing diversity and Inclusion. This vision is best expressed through Caesars Entertainment Corporation's Code of Commitment. The Code along with our diversity and inclusion vision helps ensure that Harrah's Philadelphia Casino and Racetrack ("Harrah's Philadelphia") along with our sister properties create an environment that respects, understands, embraces, and recognizes the diverse components of our workforce, workplace, and marketplace. Since 2006, we pledged to uphold very high standards in our relationships with our communities, our guests and our employees. Where Harrah's Philadelphia is proud of what we have accomplished for these key stakeholders, we continue to seek improvement and adjust to significantly challenging nations, regional, state and local economic stresses.

HARRAH'S PHILADELPHIA CASINO & RACETRACK

Harrah's Philadelphia is a state-of-the-art facility located at 777 Harrah's Boulevard, Chester, Pennsylvania. The racetrack, which opened for business in 2006, is an exciting and fun-filled addition to the Harrah's family and features a 13-race paddock, ultra-modern 1,500 seat grandstand looking down on a 5/8 mile track with a dramatic backdrop of the Delaware River which provides one of the best views in racing. Our 700,000 square foot facility includes close to 100,000 square feet of gaming space and houses some of the latest slot machines, Table Games and other first-class amenities. Recently upgraded, the gaming floor features 2,873 games including slot, video poker and electronic blackjack machines. Harrah's Philadelphia offers an array of restaurants and bars, including a 450 seat



Temptations Buffet, our fine dining experience The Cove at Riverview, Café Napoli, Tony Luke's and Barley Que. The casino level also includes a casino bar in the center of the gaming floor. Our facility offers 14,000 square feet of convention and meeting space capable of handling everything from a super-chic event to the most modest affair in Delaware County.

Harrah's has made a commitment to focus on diversity and inclusion in the areas of Human Resources, suppliers of goods and services, construction contracting, community reinvestment and market-branding. The following is an overview of Harrah's Philadelphia's efforts at driving diversity and inclusion in these areas.



HARRAH'S PHILADELPHIA DIVERSITY ORGANIZATIONAL STRUCTURE

To execute our diversity and inclusion plan, Harrah's Philadelphia will rely on our senior management team as well as key corporate-wide personnel who play important roles in maintaining, creating, and executing a comprehensive diversity and inclusion strategy. The ultimate responsibility for our Diversity and Inclusion Plan rests with the Senior Vice President and General Manager, who, in conjunction with the property's leadership team will oversee the execution of operations policies and procedures for further effectiveness and tailoring of the corporate Diversity and Inclusion Plan. The Director of Human Resources will serve as the Equal Opportunity Officer for Harrah's Philadelphia and has the full support of the Senior Vice President and General Manager and as well as the other senior management team members for comprehensive execution of this plan. Harrah's Philadelphia management shall have the authority to call upon Caesars Entertainment's corporate offices for additional insight and resources necessary to make the Diversity and Inclusion Plan maximally effective.

Harrah's Philadelphia has formed an Inclusion Performance Team Committee which is co-chaired by SVP, GM and the Director of Human Resources which is comprised by various members of the senior leadership team and sets the Diversity and Inclusion goals for the property. In addition, there is a sub-committee comprised of a diverse group of employees within the organization to manage efforts specific to business and community initiatives. The committee also includes key members from our corporate and shared service functions. The Committee is beginning to plan activities and events for the property with the goal of celebrating diversity and inclusion. The Vice President of External Affairs and Chief Diversity Officer for Caesars Entertainment Corporation will work closely with Harrah's Philadelphia management in achieving property specific diversity goals and initiatives which closely relates to all the items outlined in this Diversity Plan.



HUMAN RESOURCES

The following areas set forth methods that Harrah's Philadelphia has and continues to utilize to actively attract a diverse pool of candidates and retain a diverse and inclusive employee base. These diverse employees provide Harrah's Philadelphia the depth of talent, skills and potential to ensure a diverse operating environment. We are confident that through utilization of the outreach efforts described below, Harrah's Philadelphia has and will continue to achieve a diverse workforce.

Recruitment and Employment

Harrah's Philadelphia has developed a diversity and inclusion recruiting strategy that includes a focus in the following areas: community stewardship, academic partnerships, employment branding and advertising, vendor relationships, sponsorships, and early identification plan. In each of these areas, we have developed action steps for driving diversity and inclusion for the company.

- **Community Stewardship:** Harrah's Philadelphia is committed to working with local community outreach programs to coordinate branding efforts to diverse groups of the population. This will include gender, ethnic background, age, national origin, veterans and sexual orientation. We target job fairs that will allow us to have access to a strategically diverse population. We also have a very aggressive Employee Recruitment Community Outreach Program. Harrah's Philadelphia's employment team has liaised with different community action partners to develop a program whereby these partners are regularly notified when any positions become available. In addition we provide interview training, resume writing and other recruiting training



to our partners and their target candidates. We also host job fairs targeted towards our partners and have invited targeted partners on-site to preview our process as well as discuss our initiatives to select and retain top talent.

- **Academic Partnerships:** Harrah's Philadelphia has partnered with area schools with specialized hospitality and business programs to encourage internships and real-work opportunities for students. These opportunities will focus on gaming, non-gaming, front of house and back of house opportunities. In 2012, we will develop an internship program for college students with the aim of not only hiring students here at Harrah's Philadelphia, but also at our properties in Atlantic City. We will also make available to current employees enrolled in one of these programs opportunities to complete internships in their areas of study where available. Current Partnerships include: Widener University, Drexel University, Temple University, University of Delaware and Villanova.
- **Employment Branding and Advertising:** Harrah's Philadelphia has and will continue to incorporate EEO and Diversity statements and initiatives into all of its HR campaigns. We host and attend a variety of diversity job fairs. We include diverse imagery in our ads, collateral and overall brand message. Candidates who visit our website for employment opportunities will find a section outlining our commitment to diversity and inclusion. Ongoing employee communications also include diverse messaging and provide literature in other languages, where appropriate.
- **Sponsorships:** Harrah's Philadelphia has sponsored events and activities in the community that allow us to have access to diverse populations. For example, in 2012, we will sponsor the GayPride Festival, Liberty USO, Multi-Cultural Affairs Committee (MAC) 25th anniversary celebration and Dragon Boat Festival.



- **Hiring Process:** Our goal is to ensure diversity and inclusion in our hiring decisions. We have and will continue to engage a diverse group of skilled interviewers to help us in our candidate selections. Our executive team is extremely involved in our process as a screen for diverse talent as well as diverse candidates. Our human resources recruiting team is diverse and reflects the community in which Harrah's Philadelphia resides.

Employee Relations

- **Policies:** Harrah's Philadelphia is proud of our existing policies that support a strong work/life balance for all employees. We have developed and enforced policies that are EEO compliant and uniformly applied and administered. All policies and procedures are written to be fair and consistent. These include a no-fault attendance policy and a strong anti-harassment policy.
- **Dispute Resolution:** Harrah's Philadelphia has developed many processes to ensure fair and consistent dispute resolution. Employee relations professionals will conduct thorough investigations into each situation presented as well as allow parties to request a review of disciplinary or termination proceedings by a group of their peers. (Board of Review) Employees covered under a Collective Bargaining Agreement have the option of grieving decisions as outlined in their respective contracts.

ADVERTISING

Harrah's Philadelphia will advertise in newspapers in Chester/Delaware County and the Delaware Valley area. Additionally, the internet web site Harrahs.com will be utilized as a source of recruitment for opportunities in operational areas.



MARKETING/BRANDING HARRAH'S PHILADELPHIA

Harrah's Philadelphia will focus on marketing and branding the property as one sensitive to the issues of diversity and inclusion. The purpose of this focus is to create an environment in which patrons, suppliers and local community of diverse origins feel welcomed and comfortable. This will be effectuated through Harrah's Philadelphia's internal signage and communications as well as our external communications and community outreach. We are also providing Responsible Gaming literature in various languages, so that all of our customers have access to Responsible Gaming Materials.



DEVELOPMENT PROGRAMS TO BE MADE AVAILABLE AT HARRAH'S PHILADELPHIA

The following programs exemplify the training and education available to effectively assist employees at all levels to grow their careers, improve their skills and explore expanded opportunities with the organization. Diversity and inclusion principles are integrated into each of these training modules. Each of these programs is administered by the Human Resources Department and each employee will be required in Harrah's Philadelphia, as appropriate, to participate in the applicable program:

- **Future Leaders** - Future Leaders is a program used to provide hourly employees with a realistic preview of what it means to be a supervisor. The program uses in class training, take home materials, resume writing, job shadowing and interview preparation in order to provide exposure to supervisor roles and preparation to take on those roles.
- **New Hire Orientation (Welcome to the Empire)** - Welcome to the Empire fosters the engagement of our new hires with innovative yet simple content and strong links to organizational strategies and programs. Newly hired employees will begin work knowledgeable and excited about working for Caesars Entertainment. Upon completion of NHO new hires will be equipped to describe and discuss Caesars Entertainment organizational culture and standards, describe the basics of the total rewards loyalty program, and have knowledge, an understanding, and an ability to demonstrate top box spotlight on service behaviors.
- **Educational Opportunities** - Harrah's makes available to all of its employees basic online and classroom training tools and initiatives that are



geared to assist employees develop basic skills. These trainings include technical training for on the job performance as well as personal training such as stress management. Such programs include:

- Cross Departmental Training
 - Microsoft Office Training
 - Tuition Reimbursement Program – Harrah's offers tuition reimbursement opportunity for all employees that want to advance their formal education
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- **Legendary Leadership Essentials**- Legendary Leadership Essentials provides current leaders within the organization the tools and techniques to foster employee engagement and drive performance (as measured by EOS/SFS, turnover, and customer service metrics). Upon completion on LLE leaders will be equipped to build meaning, authentic relationships with their employees, analyze employees strengths in order to leverage and fuel performance, and deliver effective (just-in time) feedback and coaching.

 - **Leadership Development Series** - Quarterly workshops that are facilitated by various leaders on property and external thought leaders. This series is intended to provide our key leadership with the tools to create a highly engaged workforce, advance their personal career and improve customer interaction. In some session, participants read a business book prior to the workshop and then attend the workshop to engage in discussion around the key principles presented in the book. In other instances, the training all happens in the training center and will include role plays and group discussions.



SUPPLIER DIVERSITY

It is Harrah's Philadelphia's policy to procure its goods, products and services from a diversified pool of qualified vendors, contractors and professional service providers and to work with such businesses to help them grow.

Through our Minority/Women/Disadvantaged Business Enterprises ("M/W/DBE") outreach contacts, Harrah's Philadelphia will collaborate with organizations such as the regional office of the National Minority Supplier Development Council ("NMSDC"), and various other support organizations for recruiting qualified M/W/DBE.

Our outreach efforts will take a three-phased approach. We will if possible work with vendors that are:

- (1) Specific to the City of Chester
- (2) Specific to the surrounding communities within Delaware County; and
- (3) Specific to the Philadelphia area.

This method helps to ensure economic development in Chester and Delaware County are addressed first. In keeping with all applicable licensure requirements, Harrah's has obtained certification with the Pennsylvania Department of Commerce and State-specific certification with bona fide national certification authorities, such as the NMSDC, and the Women's Enterprise Business Network Council (WEBNC) and continue to encourage specific second tier M/W/DBE spend for its major vendors and contractors.



COMMUNITY REINVESTMENT DIVERSITY

Harrah's commitment to building our communities is demonstrated through our continuous contribution to those local economies as evidenced by our employment, community reinvestment, and local procurement of goods and services where possible and feasible.

Harrah's Philadelphia follows our corporate commitment to making charitable contributions to a wide range of community interests and encouraging employee volunteer efforts to make their communities better places to live. Specifically, these include:

- Meeting corporate community giving goals.
- Ensuring Community involvement activities are in alignment with and support company diversity strategies and our Code of Commitment;
- Engaging targeted state and local minority and women organizations to identify additional channels for community relations and charitable contributions.

Harrah's Philadelphia plays an integral role in initiatives at the following organizations such as Delaware County Literacy Council, Human Rights Campaign Foundation, Chester Senior Center, Widener University, Welcome Center for New Pennsylvanians and New Life Ministries.

In January of 2008, Harrah's Chester announced a \$200,000 Scholarship program aimed at Chester residents seeking higher education. The program, set up to distribute funds over two years, recently awarded 28 Chester residents with funds from \$500 to \$5,000 based on merit and need. To support the very idea of the



importance of higher education, Harrah's Chester also donated an all-new college resource center equipped with Dell PC's, all-new furniture, a laptop and overhead projector for the instructor. Since then we started the program we have donated \$500,000 in scholarship funds to local Chester residents and will continue our contributions in 2012.

The Harrah's Philadelphia executive team is encouraged and expected to be directly involved in community organizations and personally volunteer free time where needed. We currently have members of our executive team represented on boards for organizations around the area including, Delaware County Chamber of Commerce, J. Lewis Crozer Library, United Way of Delaware County, Chester Literary Council, City Team Ministries, Chester Education Foundation, Adopt a Family and many others.